

The Regina Advantage



Economic
Development Regina |



Economic Development Regina (EDR) is the lead economic development agency for the City of Regina and region. EDR provides leadership to the community with specific accountability for the following core functions:

- Support industry growth and diversification through retention, development, and attraction of industry and making Regina a destination of choice
- Market and promote the Regina region for business and tourism
- Ensure the Regina region offers a vibrant and diversified economy for investors, is a positive destination experience for visitors, and offers a high quality of life for residents.



We Value Leadership

- Thanks for this opportunity
- Sharing solutions to crucial issues
- We need everyone to help us build and grow our community



The Think BIG Regina Oath

“I, (your name), solemnly swear:

To think boldly, foster collaboration, partnerships,
and innovation.

To promote my vision as well as our City’s and be a
champion for the Regina Advantage.

I promise to work collaboratively and take Regina
from good to great.

Think Big Regina!”





Our Vision

The greater Regina region prospers as a vibrant and diversified economy for investors, a strong destination experience for visitors, and a place of choice with a high standard and quality of life for residents.

Strategic Approach



Market Intelligence



Partnerships



Regina Airport
Authority Inc.



Economic Gardening



Investment Attraction “Concierge” Service

- At Economic Development Regina (EDR), we are passionate about supporting investors to make the most of the opportunities in our region.
- EDR’s Investment Attraction Office provides free, confidential, and customized advice to companies and investors.
- We are an “investment concierge”, offering business intelligence, path-finding to local resources, and introductions to government agencies as required.
- They can connect with one of EDR’s knowledgeable specialists to receive additional site selection information, relevant economic data and potential emerging trends in the region.



EDR Strategic Sector Impact

Sector	Jobs	GDP Contribution
Manufacturing	6,500	\$1.4 billion
Metal Fabrication	1,760	\$369.9 million
Agri-Business	2,500	\$467.0 million
Tourism	7,900	\$272.2 million
ECT	4,200	\$159.0 million
(other key sectors)		
O & G Supply	1,000	\$1.9 billion
Mining Supply	1,600	\$645.0 million
Finance & Insurance	10,000	\$2.0 billion



Strategic Sectors



Economic
Development Regina Inc.

- Metal Fabrication
- Manufacturing
- Agri-Business
- Tourism
- Events, Conventions, Tradeshow (ECT)



Metal Fabrication

- \$369.9 Million in sales
- \$291.4 Million in GDP
- 1760 employees



Why Regina Manufacturing Video



Manufacturing

- \$6.8 Billion in sales
- \$6,500 employees
- \$1.4 Billion GDP Contribution



Brandt

DUMUR
INDUSTRIES

EVRAZ

SEED MASTER



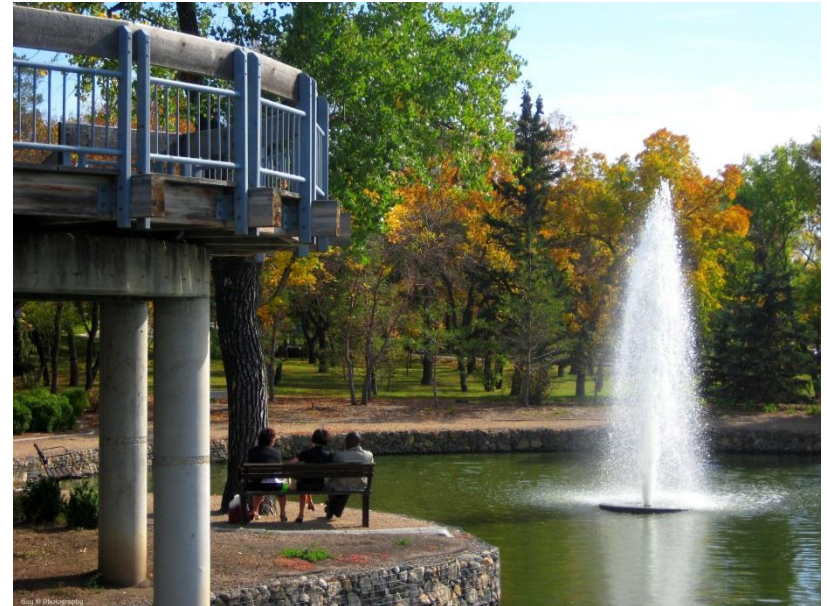
Agri-Business

- \$467 Million of GDP (2.9%)
- 46% of Canada's farmland in Canada
- 160,000 people attend CFPS and CWA



Tourism

- 2.2 million visitors each year
- \$339.6 Million in consumer spending
- \$272 Million of GDP



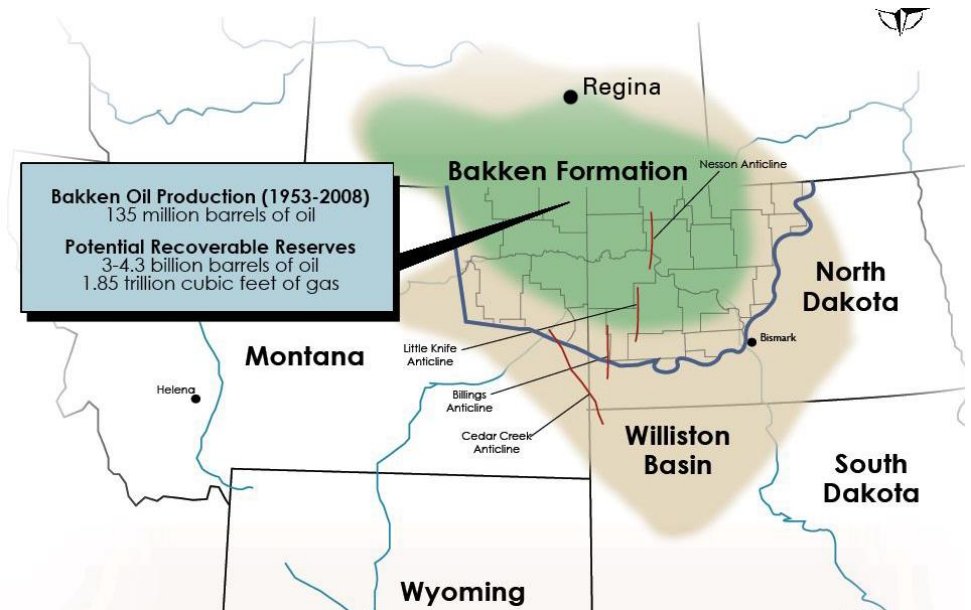
Events, Conventions & Tradeshow (ECT)

- \$159 Million of GDP
- 4,200 jobs
- Evraz Place International Trade and entertainment corridor



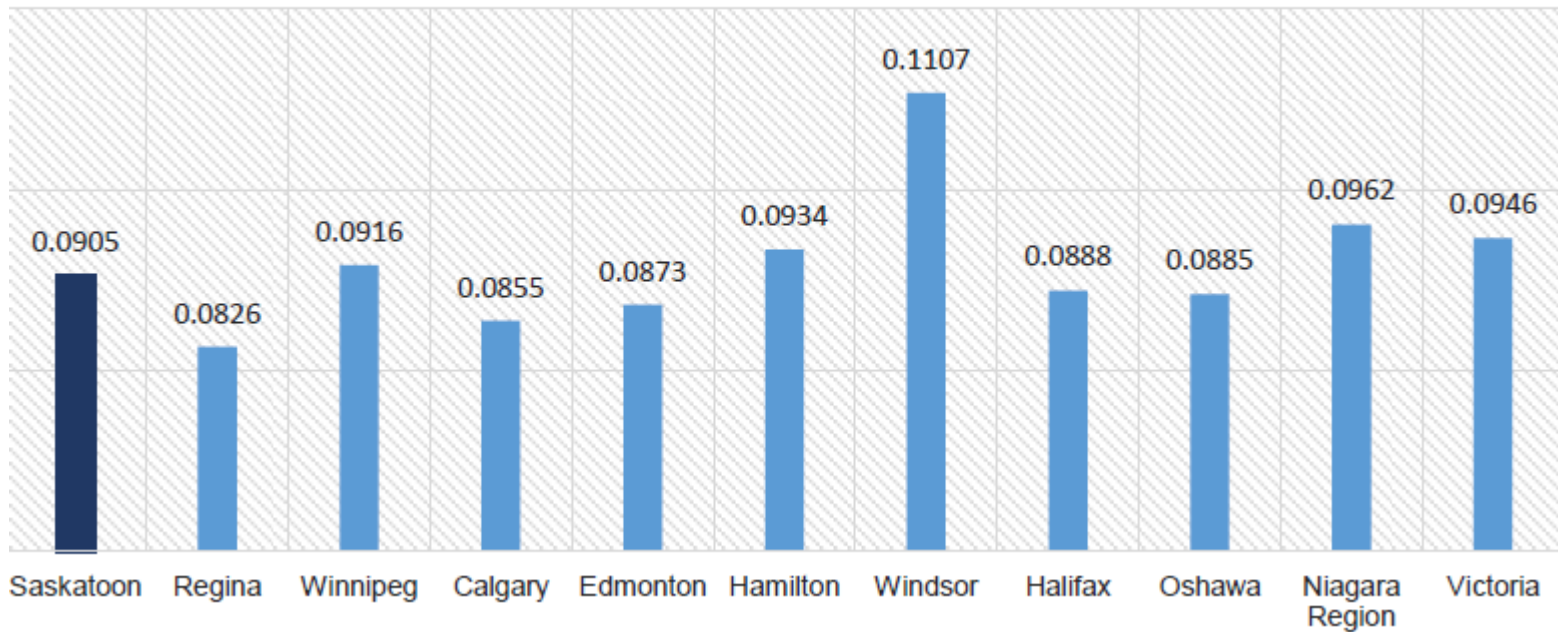
The Regina Advantage

- On the doorstep of 2.2 million farms in United States (250,000 within a days drive)
- 27 mines in Saskatchewan, 20 mines within 4 hours of Regina
- Strategic cluster of fabrication & equipment manufacturers
- Active mines producing Potash, Uranium, Salt, etc.
- Situated on edge of Bakken Oil Formation



Regina: Economically Diverse.

Graph 3: Herfindahl index



Regina: Stable Growth

Regina enjoys stable consistent growth

Year to date employment growth (+1.5%) remains positive

- Population is 237,758
- Population growth is triple the twenty year average
- On pace to reach 300,000 by 2025

Regina's economy continues to thrive as Saskatchewan grows

- 5.9 % unemployment April 2015
- 1.6% projected GDP growth 2016
- 1.8% population growth Feb 2016
- Strong industrial, commercial and institutional building permit growth



Sources: Statistics Canada



Cost of Living Comparison

Cost Items	Regina	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax
Provincial Taxes & Health Premiums	\$ 4,080.00	\$ 6,478.00	\$ 3,260.00	\$ 6,573.00	\$ 5,876.00	\$ 7,774.00	\$ 8,981.00
Utilities & Auto Insurance	\$ 3,483.00	\$ 3,848.00	\$ 4,737.00	\$ 3,003.00	\$ 7,184.00	\$ 4,173.00	\$ 6,011.00
Mortgage & Property Taxes	\$ 11,323.00	\$ 29,298.00	\$ 17,700.00	\$ 12,570.00	\$ 20,999.00	\$ 11,742.00	\$ 11,021.00
Total Costs	\$ 18,886.00	\$ 39,624.00	\$ 25,697.00	\$ 22,146.00	\$ 34,059.00	\$ 23,689.00	\$ 26,013.00
Average Housing Price	\$ 307,609.00	\$1,093,267.00	\$455,220.00	\$287,692.00	\$688,181.00	\$ 336,138.00	\$281,822.00
% of Income for Housing	25%	53%	34%	30%	45%	32%	35%
Median Family Income	\$ 91,200.00	\$ 71,140.00	\$ 98,300.00	\$ 75,880.00	\$ 71,210.00	\$ 71,390.00	\$ 80,490.00



Think
B!G
Regina

